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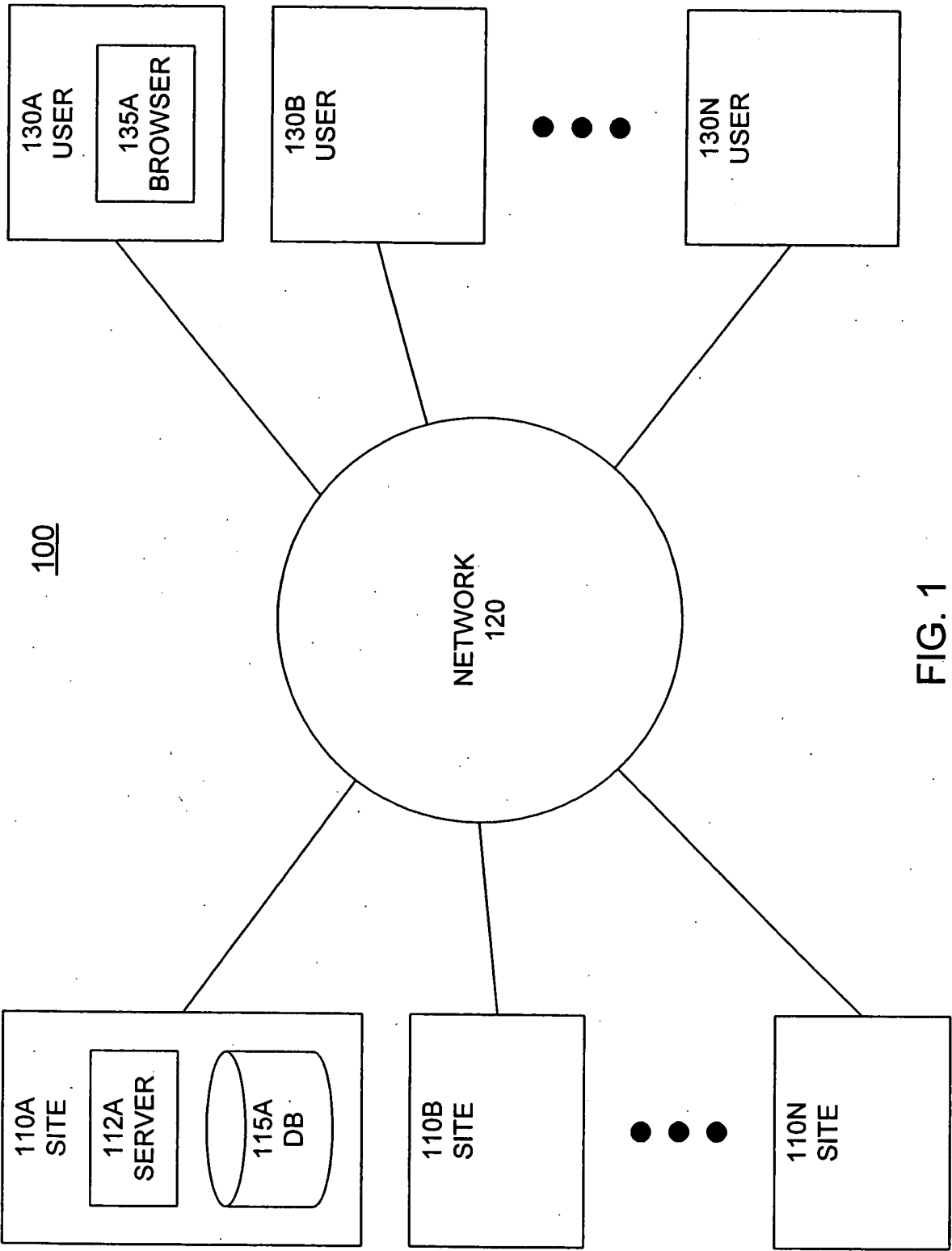


FIG. 1

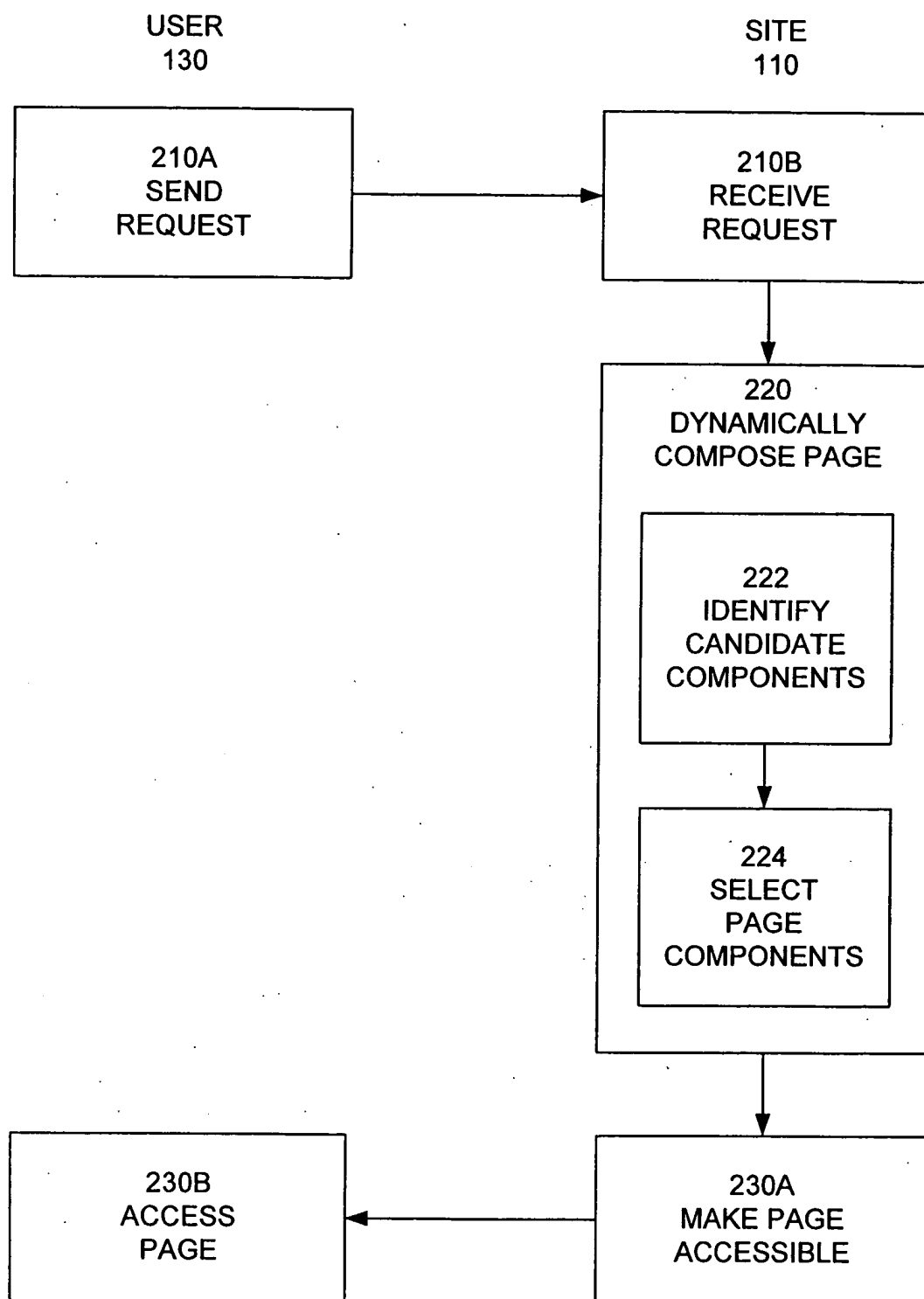
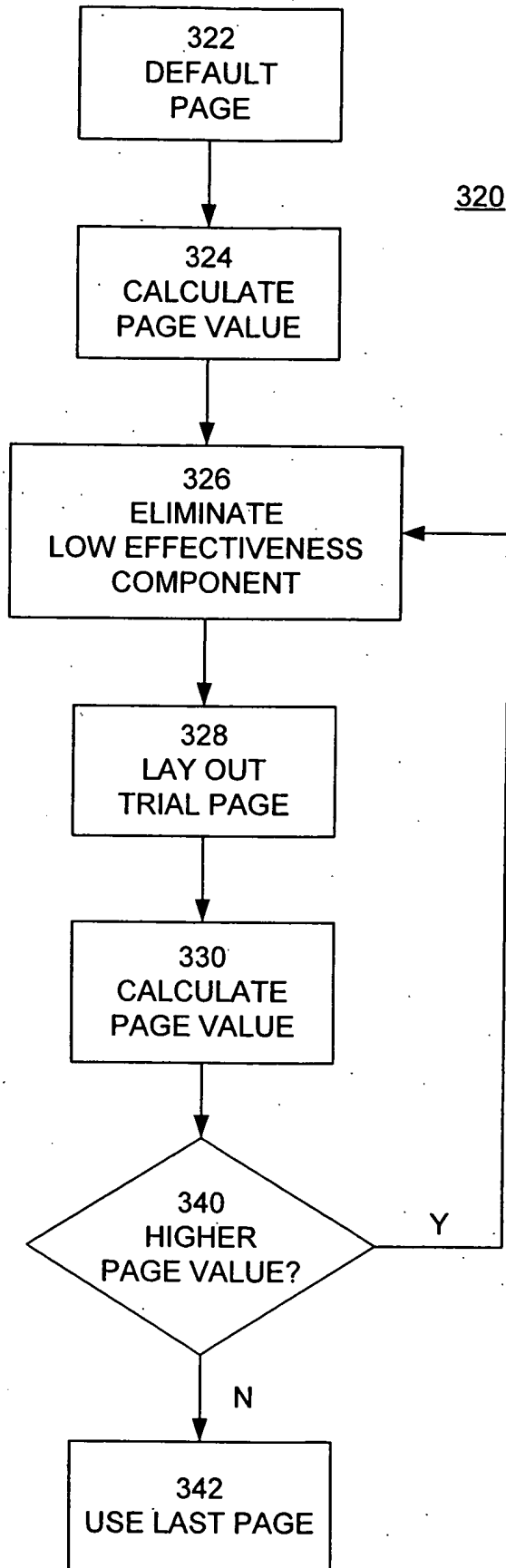


FIG. 2

FIG. 3





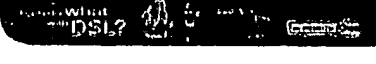
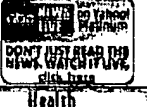

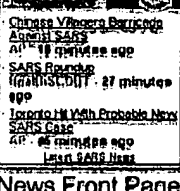

Component	Category	Nominal Value	Efficiency (%)	Actual Value
SARS Story	Content	95	50%	47.5
	North banner DSL House Ad	40	15%	6.0
	East banner News House Ad	20	5%	1.0
	Sky banner Health Insurance External Ad	80	10%	8.0
	Link to News videos on SARS	20	10%	2.0
News Front Page	Generic News navigation Link	5	2%	0.10
Top Stories	Generic News navigation Link	2	2%	0.04
U.S. National	Generic News navigation Link	2	2%	0.04
Crimes and Trials	Generic News navigation Link	2	2%	0.04
Business	Generic News navigation Link	2	2%	0.04
World	Generic News navigation Link	2	2%	0.04
Entertainment	Generic News navigation Link	2	2%	0.04
Sports	Generic News navigation Link	2	2%	0.04
Technology	Generic News navigation Link	2	2%	0.04
...	Generic News navigation Link	2	1%	0.02
Full Coverage (about Pakistan)	Generic News Link	2	4%	0.08
	Ratings Box	5	2%	0.10
Next Story: Bush Arrives in Calif. For Iraq Speech	News Link	2	2%	0.04
More Top Stories	News Link	4	1%	0.04
12 SARS Patients Report Relapses	Related news link	40	4%	1.6
U.S. not ready to say war is over	News Link	2	1%	0.02
...	News Links	2	1%	0.02
ChaseR Platinum Visa: 0% APR	Text Link Ad	2	1%	0.02
What will it take to save for a college education?	Text Link Ad	2	1%	0.02
TRADE FREE for a MONTH!	Text Link Ad	2	1%	0.02
Home Equity Rates as Low as 4.0%	Text Link Ad	2	1%	0.02
Page Totals		343	20%	66.9

FIG. 4B

**YAHOO! News** powered by **EBI** News Home Yahoo! Help **AP** Associated Press

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**Yahoo! News** Wed, Apr 30, 2003 Search **News Stories** for **Search** **Advanced**

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**Health - HealthSourceNews**

**SARS Roundup**  
27 minutes ago [Add Health - HealthSourceNews to My Yahoo!](#)

**THURSDAY, May 1 (HealthSourceNews) -** As SARS (Severe Acute Respiratory Syndrome) continues its mounting death toll in China, the American government is taking steps to ensure it's ready in case the epidemic becomes a more serious threat in the United States.

**U.S. scientists are preparing to study SARS patients in order to determine how long these infected remain contagious, and to test some experimental treatments for the disease, the Associated Press reports.**

**The National Institutes of Health (news - web site) will invite some of the 52 people in the United States who are listed as probable SARS cases to travel to its hospital in Bethesda, Md., to be part of the research.**

**So far, the United States has had 222 suspected cases and 52 probable cases of the severe acute respiratory syndrome.**

**In other moves to prepare for a possible spike in SARS cases in the United States, the federal government is training health workers, encouraging hospitals to set up isolation wards, and stockpiling ventilators, the AP reports.**

**The Department of Health and Human Services (news - web site) (HHS) will buy 3,000 ventilators to add to the national stockpile. HHS would not reveal how many ventilators are in the stockpile but said the additional 3,000 represents a large increase.**

**U.S. government officials said the country has done a good job of preventing the spread of SARS. But they added that many local communities would be unable to cope with a serious outbreak.**

**Health insurance rates too high?**

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**eHealth Insurance**

FIG. 5A



Component	Category	Nominal Value	Emp. Ratio	Actual Value
SARS Story	Content	95	80%	76.0
12 SARS Patients Report Relapses	Related news link	40	10%	4.0
Health insurance rates too high? 	Sky banner Health Insurance External Ad	80	20%	16.3
 DON'T JUST READ THE NEWS. WATCH IT LIVE. click here	East banner News House Ad	20	20%	4.0
Page Totals		235	43%	100.3

FIG. 5B





FIG. 6A

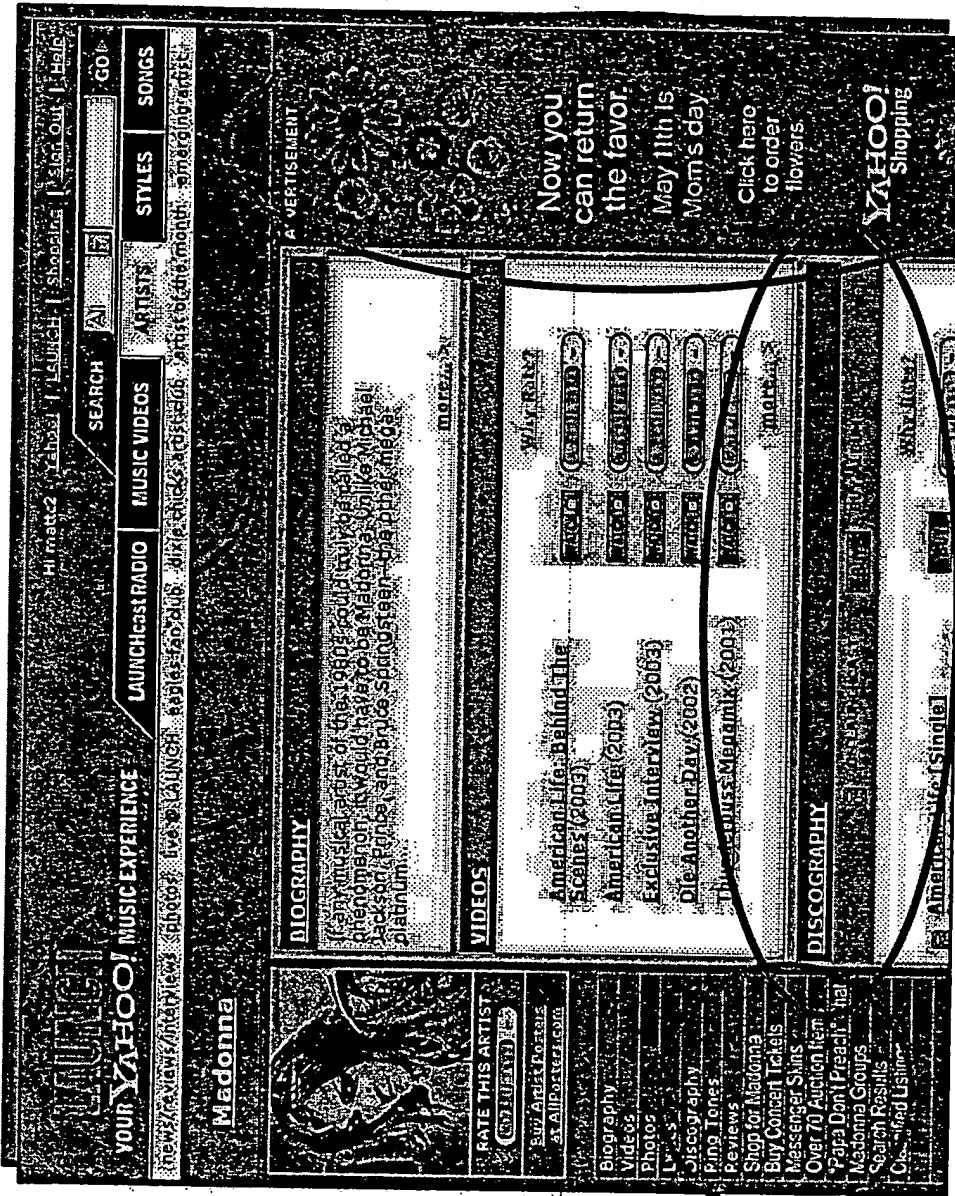


FIG 6B

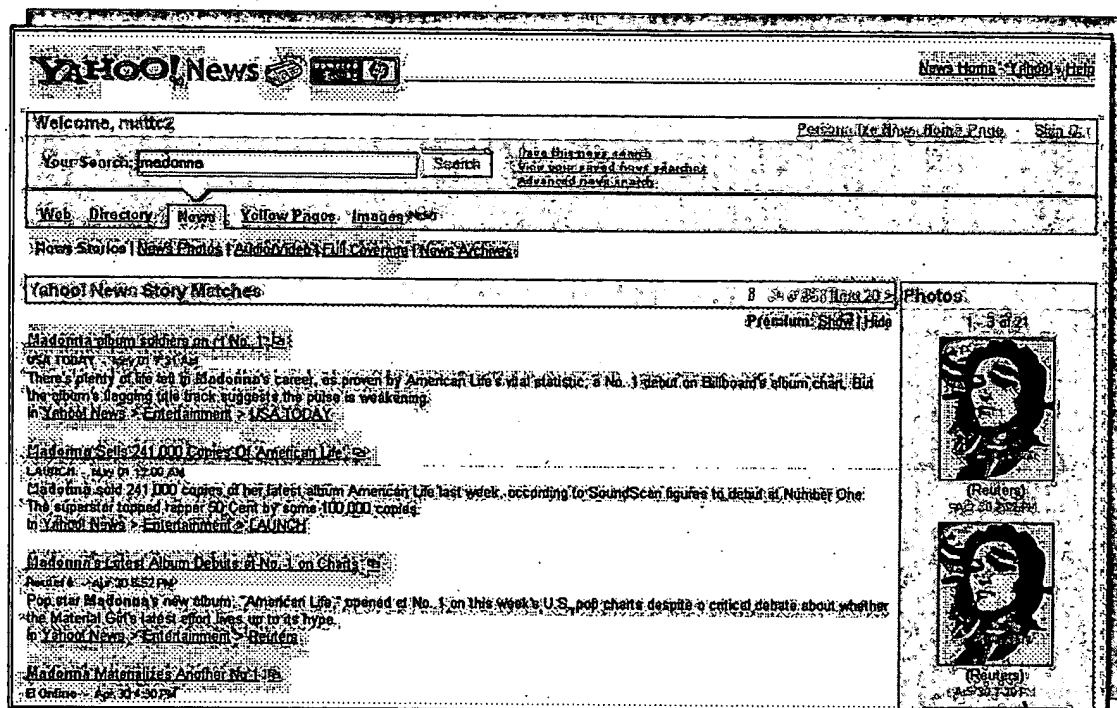


FIG. 7A

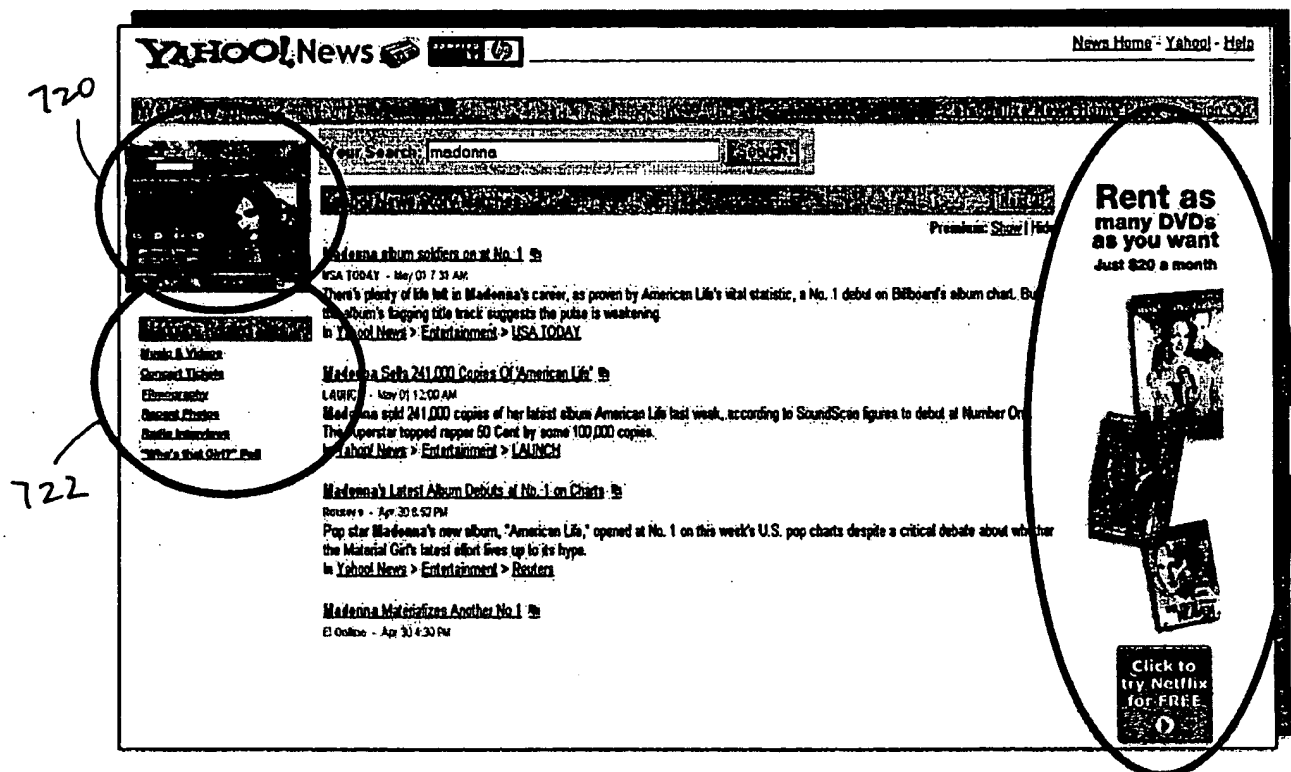


FIG. 7B

730

The screenshot shows the Yahoo! News homepage with a search bar containing the word "madonna". On the left, a sidebar lists various categories, with "Music & Videos" highlighted. The main content area features several news articles about Madonna's album "American Life".

**Search Results:**

- 1. Madonna - American Life
- 2. 50 Cent - Get Rich or Die Tryin'
- 3. Kelly Clarkson - Breakaway
- 4. Usher - Here I Am
- 5. Cher - The End of the Line

**Madonna album soars to No. 1**  
USA TODAY - May 01 7:31 AM  
There's plenty of life left in Madonna's career, as proven by American Life's vital statistic, a No. 1 debut on Billboard's album chart. But the album's flagging R&B track suggests the pulse is weakening.  
[In Yahoo! News > Entertainment > USA TODAY](#)

**Madonna Sells 241,000 Copies Of American Life**  
LAUNCH - May 01 12:00 AM  
Madonna sold 241,000 copies of her latest album American Life last week, according to SoundScan figures to debut at Number One. The superstar topped rapper 50 Cent by some 100,000 copies.  
[In Yahoo! News > Entertainment > LAUNCH](#)

**Madonna's Latest Album Debuts at No. 1 on Charts**  
Reuters - May 01 6:52 PM  
Pop star Madonna's new album, "American Life," opened at No. 1 on this week's U.S. pop charts despite a critical debate about whether the Material Girl's latest effort lives up to its hype.  
[In Yahoo! News > Entertainment > Reuters](#)

**Madonna Materializes Another No. 1**  
E! Online - Apr 30 4:30 PM

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FIG 7C

810

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**San Antonio Spurs Series B-2 vs. Los Angeles Lakers**  
San Antonio Spurs (Home)

NBA Playoffs Tickets: San Antonio Spurs Series B-2 on Wednesday, May 7, 2003 at SBC Center / Section: 225 / Row: 13 / Qty: 4 / Price: \$156 per ticket

**Cricket**  
Best tickets on the net

[Click Here for Purchase Information](#)

**Details**

Price Per Ticket:	\$156.00	Event Date:	May 7 2003
Tickets Available:	4	Event Time:	
Section:	225	Venue:	SBC Center
Row:	13	Venue Location:	San Antonio, TX
Seating:			

**Contact Information**

Phone: 800.857.7771 [Go Back to this Ad](#)

FIG. 8A

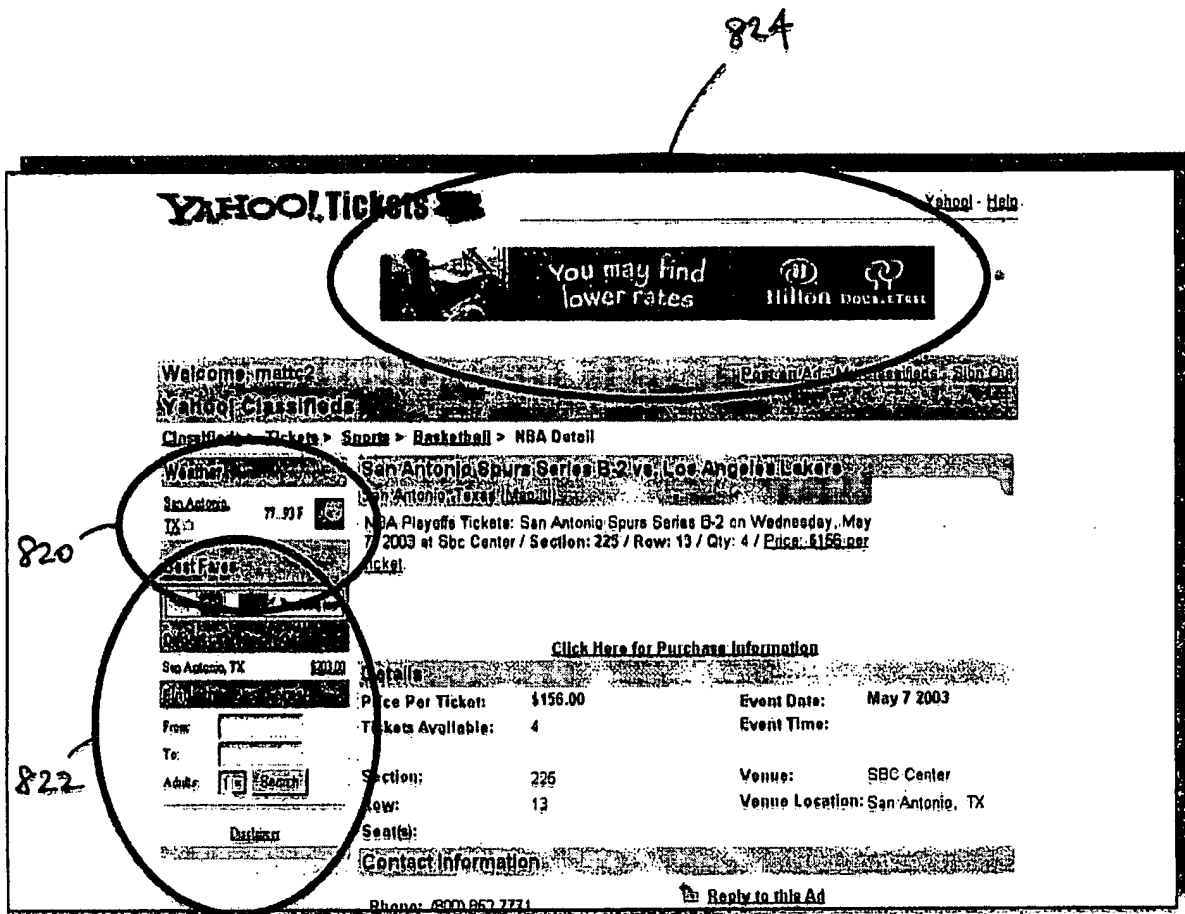




FIG. 8B

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**San Antonio Info**

**San Antonio, Spurs Series B-2 vs. Los Angeles Lakers**  
San Antonio, Texas (Map It!)

NBA Playoffs Tickets: San Antonio Spurs Series B-2 on Wednesday, May 7, 2003 at SBC Center / Section: 225 / Row: 13 / Qty: 4 / Price: \$156 per ticket

[Click Here for Purchase Information](#)

Details	
Price Per Ticket:	\$156.00
Tickets Available:	4
Event Date:	May 7, 2003
Event Time:	
Section:	225
Row:	13
Seats:	
Venue:	SBC Center
Venue/Location:	San Antonio, TX

**Contact Information**

[Reply to this Ad](#)

832

FIG. 8C



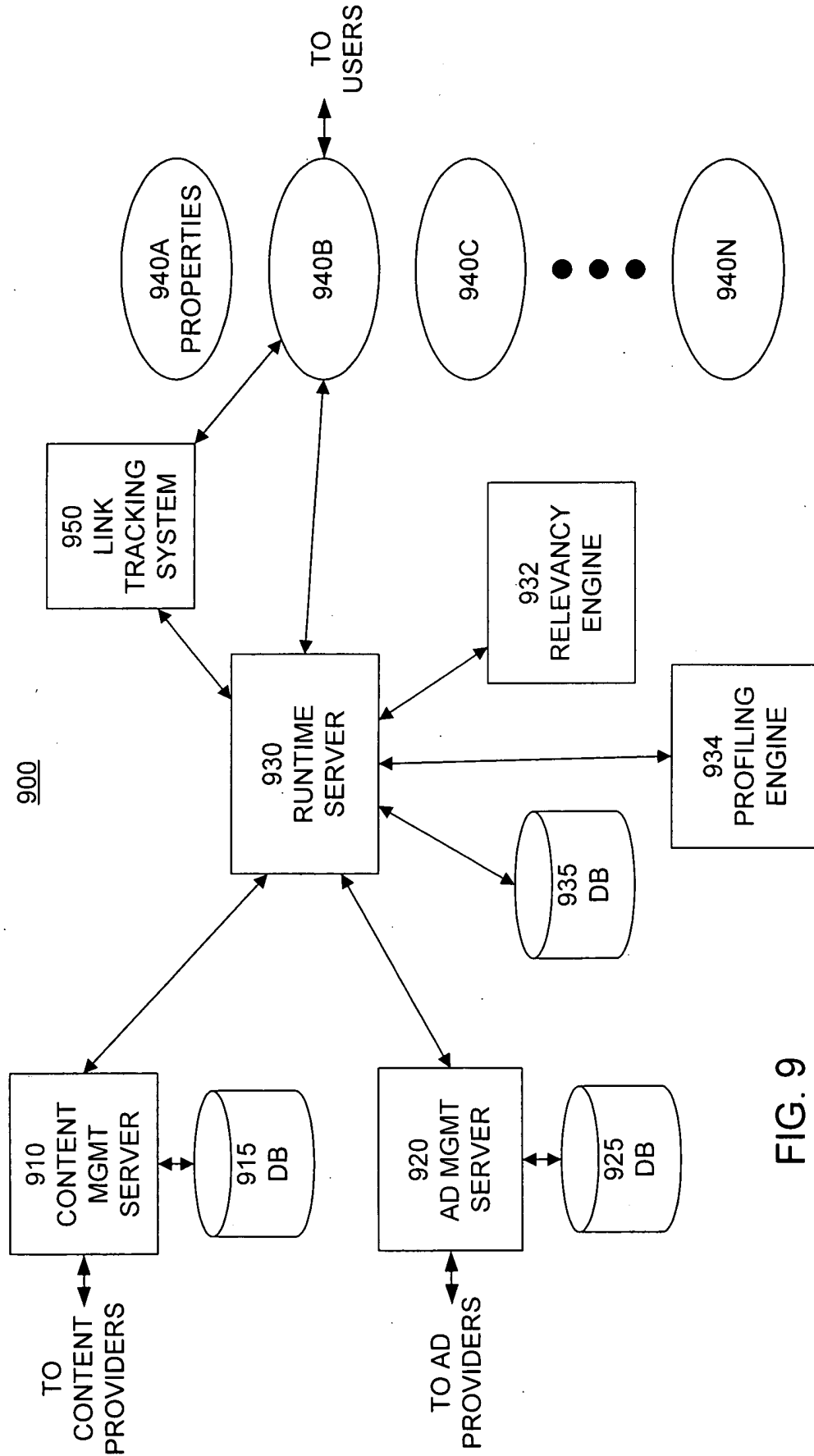


FIG. 9

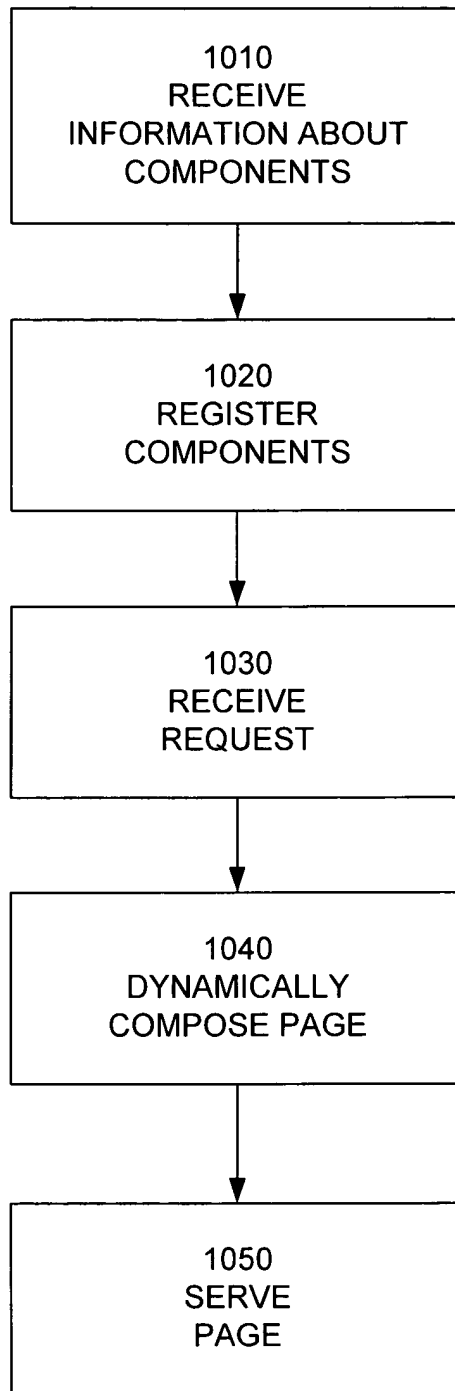


FIG. 10